

Medicine Hat's New M.P.-Elect Born and Educated in Alberta; Father Was Noted Tree Expert

Brief Outline Given Career of Archie Mitchell—Is 32 Years Old

Alberta-born and Alberta-educated, Archibald Hugh Mitchell at 32 is another of the men, young in years, whom the new movement known as Social Credit has swept into public office at an age earlier than the average. He was 32 on September 14 last.

Born at Macleod, he received his public and high school education at Coalville and was graduated from Carleton Place Agricultural college in 1923. In that year his family moved to British Columbia, where he worked for several months on a fruit farm which still thrives and in which he takes active interest.

Bought Fruit Farm

After studying scientific agriculture at the University of Alberta he bought a fruit farm of his own near Braintree in financial reverses. During the following years he tried various lines of work including salesmanship, farming and landscape gardening. In the latter work he was following to some extent in the footsteps of his father, Archie Mitchell Sr., founder of the Mitchell nurseries at Coalville and originator of the noted "tree-planting car" still used regularly by the Canadian Forestry association. Mr. Mitchell Sr. was also well known as Alberta's first chief seed inspector in 1905, and he died in 1926.

From 1930 until 1934 Medicine Hat's M.P.-elect sold insurance in Regina. It was there, in 1932, he married Miss Lucille Barber, whom he had met in Lethbridge where he was headquartered in 1929-30. Mrs. Mitchell, before her marriage, had been employed for several years on the commercial staff of Alberta Government Telephones at Lethbridge and Medicine Hat.

Abandons Insurance

Archie Mitchell, returning to Medicine Hat in 1934, gave up life insurance in April of the present year in order to devote his full time to Social Credit. He still, however, has the privilege of using the initials C.E.I.—chartered life underwriter—after his name.

He first tackled Social Credit with Herbert C. Boyd, a native of Edmonton, and the latter's son, Hugh Boyd, who was a reporter on the Regina Leader-Post before joining the publicity department of the Saskatchewan wheat pool.

Has One Son

He has one son, a healthy 4-12-

month-old son, Ian Hugh Mitchell. He and his wife and other brothers are still living at Oliver, B.C., while his sister, Miss Grace M. Mitchell, is taking a science course in nursing at the University of British Columbia. One of Archie Mitchell's pleasant tasks the other night was the sending of a telegram to his mother informing her of his victory.

Alert Scrutineer Gives Challenge To Door Crasher

Here's a "Believe-It-or-Not" election story that started many a chuckle when it came to the rounds in Medicine Hat Monday night.

A young man well known in the city drove a motor to a polling station Monday afternoon. Having deposited his passenger safely, he got out of the car and strolled casually into the stables.

At the threshold he was halted by a vigilant scrutineer. "What's your name?" demanded the vigilant one. He was told it. "What initials?" He was told those. "Just a minute." A swift glance up and down the list, then a curt announcement: "Not shown—you can't vote here."

The young man stared for a moment before replying with a very straight face: "Oh, that's alright. I just thought I'd sort of take a look around. You see, I happen to be one of the candidates in this riding."

His name was Mitchell, and his initials were M. H. The scrutineer felt very embarrassed. "The Medicine Hat News."

COUNTRESS

COUNTRESS, Oct. 14.—Miss Doris Thompson, who has completed her course and is now a graduate nurse, is home visiting her parents.

Miss Heide has been home the past week on account of illness.

Mrs. Cador and Phyllis were Calgary visitors last week.

Mrs. M. H. Gamble, Darrin and Norman and Marie Chamberlain of Gern motored to Three Hills Sunday, where Norman Gamble and Miss Chamberlain will attend Bible School this winter.

Doris Thompson accompanied the Gambles as far as Swatow.

Leveque and his brother, who has been keeping house for him, left Thursday for Wayne.

Mrs. and Mrs. Jack Clyde, Mrs. L. E. Jones and Mrs. Cador went to Bassano Thursday evening to attend the Social Credit meeting.

Phyllis Cador left Monday on the bus for Vegreville where she is going in training to be a nurse.

Captain Edwards, former school inspector of this district, was here from Calgary with a party of hunters Sunday.

John Clyde was chosen president of Social Credit groups in this district at Bassano Thursday evening.

Annual Chicken Supper Of Knox Ladies' Aid

The Ladies' Aid of Knox Presbyterian Church are holding their annual chicken supper at Swatow, Nov. 5th in the Oddfellows' hall.

This is an event that is always looked forward to with keen anticipation by residents of the town; and held Tuesday night, November 5th open as a supper date. Prices very reasonable.

The Aid will sit at the home of Mrs. J. H. Siles on Tuesday, Oct. 22 instead of Oct. 24, the latter date being Thanksgiving.

Mrs. Siles Sr. were dinner guests at the Roy Ferguson home.

A large crowd attended the Peter-son sale on the 15th. Everything sold well. The Ladies' Aid sold lunch on day.

Mrs. McCoy and Mrs. Jack Kingston completed the election board at the federal election held in the Purcell building.

The "Duchess Girls' club" is sponsoring a concert and novelty dance on Friday evening the 18th. The hard-

THE ELECTION RESULTS AN EDITORIAL

The Liberal party has 167 members in the House of Commons as a result of the election on Monday and may increase this number slightly by the time the count is completed. The Conservatives were reduced to 41 seats, the Social Credit party has 17 and other parties the balance, with none more than 4.

It is customary to conduct a postmortem after elections. Why do people vote a government in and inevitably vote it out in a few years? The answer in this case is the depression. Governments, no matter what their stripes are, cannot stand depressions unless they have a powerful army behind them, like in Russia.

Another answer was "unfilled promises." Always party leaders make unfulfillable promises. "Bob" Edwards used to say a platform was made to get in on and not to stand on. But Hon. Mr. Bennett went too far in his 1930 pre-election promises. The depression tripped him up. He never thought it would last so long.

The Liberal party has to take on the burden now. If good times come back soon and conditions right themselves in Canada it will be a big "break" for Premier-elect Mackenzie King. The Liberals are going into power at an ideal time but the problems they have to face are not easy to solve. Canada is a hard country to govern.

Politics aside let us all wish and hope for the best. After all the thing most desired is a return of a more prosperous era. Really it is not so important whether that is brought about under the aegis of R. B. Bennett or W. L. Mackenzie King.

Postpone Meeting Board of Trade

The federal government this year has designated Thursday, the 24th October, as the date for National Thanksgiving to be observed in the whole Dominion. These circumstances, places of business will be open Wednesday afternoon, the 23rd, and hence there will be no meeting of the Board on that date.

The next regular meeting of the Board will be held on Wednesday, the 13th day of November at 1 p.m.

F. D. McNAUGHTON, President

Shower Is Held Honor Miss E. Moffatt, Hussar

HUSSAR, Oct. 14.—On Tuesday afternoon about thirty of the ladies of the country gathered at the home of Mrs. H. A. Treend for a shower in honor of Miss Eleanor Moffatt, who will become the bride of Mr. Dean Holroyd on October 18. Mesdames W. M. Clark, L. F. Stodard and O. Christiansen were assisting hostesses. Bridge was played at five tables and Miss Moffatt, the guest of honor, was fortunate in winning the first prize. Mrs. E. Dettmer was the consolation. A dainty lunch was served with a wedding cake and a beautifully decorated bride's cake full of fortunes as the specialties. Later a festive decorated with blue and pink ribbons and kewpies, and filled with choice gifts for the bride, were brought forward, and the gifts were handed to Miss Moffatt who undid them so all present might see the lovely articles. Those present were Miss Eleanor Moffatt and Mrs. M. M. Moffatt, Mesdames Phyllis and Helen Stevens, Anna Hole, Margaret Bayles, Beth, Sudre, Virginia Clark, and Mesdames Stewart, H. Allen, Jimmie Armstrong, T. Lawson, E. Johnson, T. J. Clark, C. T. Armstrong, Severina, W. A. Treend, F. Brink, T. Larsen, E. Dettmer, Billie Treend and the hostesses.

Wood floor is being put in the hall and will be ready for that evening. Everyone come and enjoy the good time which the girls are spending so well. Let's get it all.

Mrs. Jessie Thompson is leaving for a visit with her son, Raymond Thompson, and family, at Wainwright. From there she will go to Kansas, where she will make her home.

Miss Helen Anderson left for Calgary Sunday where she will attend school.

ENGAGEMENT

(Cluny Special to The Mail)

Mrs. and Mrs. Luke Hunsford of Cluny announce the engagement of their two daughters, Anna and Mary Anne, to Messrs. Gerald Bandini and Jules Gourdine.

A double wedding will take place in the early part of November.

Bowling League News From Foster's Alleys

The weekly prize for high score at the local bowling alleys for last week was won by

Ladies: G. Scheer: Score 217. Gent's: Jim. Sisson: Score 327. Gents' 11 men's high score in the league to date was rolled up by Gordon Fisk with 323.

High average score is held by Wm. McLeave with 229 for nine games bowled.

Ladies' high score in the league to date is held by G. Scheer with 247. High average score is also held by McLeave with an average of 165 for 15 games bowled.

CHANCELLOR

CHANCELLOR, Oct. 14.—Miss Marjorie Grace, left on Thursday morning for Drumheller where she attended the teachers' convention. After the convention she went to Calgary, spending the week-end there with her parents before returning to Chancellor Sunday night.

Mrs. and Mrs. Melvin Muir have moved into town after spending the summer on the farm of Jim Hall.

Mrs. and Mrs. Fred Hobbs spent the week-end at Stouffville.

Mrs. and Mrs. Glen Phillips went to Calgary on Tuesday.

Mrs. and Mrs. Harry Hogt and family moved to Calgary on Thursday. Rev. Aldridge held services at the hall Sunday morning at 11 a.m.

A Social Credit meeting will be held at the store on Tuesday night.

ROSEMARY

ROSEMARY, Oct. 10.—Roy Norton suffered an injury to his foot in a serious accident on Thursday when he was working at the farm of Jim Hall. His foot was badly crushed between the tractor and the plough, and he is now a patient in the Bassano Hospital.

Mrs. and Mrs. Wm. Jones and Mrs. O. Bone motored to Calgary Sunday where they will attend school.

E. L. Gray To Speak In Gem On Saturday

E. L. Gray, manager of the Eastern Irrigation District, will address a general meeting of farmers at the Gem school this Saturday, October 19. It is urged that everyone make a special effort to turn out to hear Mr. Gray speak on many important questions.

Mr. Gray will discuss the establishment of a new irrigation district in the Eastern Irrigation District, in which he was confident that farmers of the district would back the plan sufficiently to warrant going ahead with the plan.

Mr. Schwartz stated that retail merchants throughout the entire province were backing the project. This district, with its bountiful crops of garden produce, would be ideal for the establishment of such a plant. Producers would receive a price for their produce which would enable them to make a fair profit.

Provisional directors of the company are Wm. Schwartz, R. Hatel of Bentley, Alta., C. W. Peterson, editor of the Farm and Ranch Review, Calgary, L. M. Jelliff, manager of Hater, Alta., D. Demostrov, Brooks, H. Schwartz of Lethbridge and J. Kennedy, farmer of Raymond, Alta.

A circular letter sent by the company last week will be followed by a prospectus outlining benefits accruing from the plan, said Mr. Schwartz.



Rt. Hon. R. B. Bennett, Premier of the West, Canada, was the only Conservative elected to the House of Commons.

MR., MRS. BROCK LEAVE BASSANO

Bassano residents for the past 19 years, Mr. and Mrs. S. J. Brock and family left for Calgary Thursday morning where they will reside in the future. Mr. Brock has been connected with the C.P.R. as garage mechanic since 1920, and more recently with the Eastern Irrigation District.

While, who won the W.J. scholarship for general efficiency and standing in Grade 7 last year, will attend school in the city. The best wishes of this community are extended to Mr. and Mrs. Brock, and we trust they will enjoy every happiness in their new home.

Hussar Boy Scouts First Yearly Meet

On Saturday afternoon, the Hussar Troop of Scouts held their first regular meeting of the year in the town hall. S. M. Kirby had motored down from Okotoks for the occasion, and reported upon the Scout camp at Swatow the first week in August.

District Commissioner Hugh came down from Standard for this meeting and contributed to the program. Mr. Kirby presented the Hussar Scout flag, won during camping, to the Beaver Troop, with Glen Treacy patrol leader. He presented Glen Treacy with a swimming badge, also won during camping. Mr. Sam Lavie was elected new Scoutmaster and Emerson Brown assistant Scoutmaster, and Gordon Reeves also assistant Scoutmaster. The Cubs will also be taken into the troop.

Most of the parents were present, and at the close of the meeting they regaled together with a banquet. It was a very enjoyable occasion.

Bassano W. I. Notes

The Bassano Women's Institute held their regular meeting on Saturday evening, October 12, at the home of Mrs. J. H. Denison. Mrs. E. Corbett gave instructions on making a beautiful bouquet of artificial flowers from a tin can and crepe paper; also on making artificial sweet peas.

The members plan to hold a tea and sale of work on November 2nd in Carrie & Milroy's Store.

Mrs. L. Newby and Mrs. W. J. Redmond and the former's mother, Mrs. Fraser of Calgary, were visiting at the home of Mrs. H. Eastman on Friday.

Miss Catherine Hall left on Tuesday for Calgary where she will take Commercial Arts at the Technical Institute.

The dance given by the local boys on Friday was fairly well attended, the Melody Five providing excellent music for the occasion.

CANNING FACTORY E.I.D. DISTRICT?

(The Brooks Bulletin)

William Schwartz of Calgary, organizer for a National Food Products, who plans to establish a canning and canning factory in the Eastern Irrigation District, was in Brooks on Wednesday. He was confident that farmers of the district would back the plan sufficiently to warrant going ahead with the plan.

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Navy League Doing Meritorious Work

Rallying to support the Navy League of Canada in its work of assisting widows and orphans of men who served in the war, the Bassano citizens subscribed \$12.25 to this cause in a recent campaign here conducted by Fred Cooke, organizer.

Subscriptions can also be sent to Fred Cooke, 1107 - 15 avenue west, Calgary.

Farewell Party For Duchess Residents

(Special to The Mail)

DUCHESS, Oct. 14.—A farewell party was given in the hall on Saturday night for the Peterson and Puskalis families. Some musical numbers were rendered and an hour of dancing. Lunch was served and Mr. William Sheldrake, in a few well-chosen words, presented each family with a gift as a token of the esteem in which these people were held by the community.

The Ladies' Aid had a little gathering for Mrs. Peterson in the church on Wednesday evening. Mrs. Dowling presented Mrs. Peterson with a gift from the Aid. Refreshments were served to about fifty guests.

Payments, Receipts Town of Bassano

Receipts for September	
Balance on hand	163.07
Municipal Taxes	232.55
School Taxes	27.40
Hotel Taxes	9.74
Supplementary Revenue	2.17
Spec. Ed. Tax	4.00
Property Rentals	29.00
Relief Pensions	18.07
Relief Tel. Calls	2.44
Exchange	.25
Water Collections	2.80
TOTAL	595.26

Expenditures for September	
W. S. Playfair	26.57
Cassidy & Milroy Ltd.	12.55
A. H. Macrae	4.00
R. A. Travis	36.10
Bassano Mun. Hospital	10.00
J. F. Finlayson	5.00
J. H. Denison	9.75
Jan. Johnston	7.55
Mrs. Mallowance	60.00
Can. Women's Institute	12.00
Louise Cunniff (September)	13.25
M. M. Milroy	6.85
H. D. Acon	7.50
C. S. Warren	2.80
G. Goudie	1.47
A. McKee	22.57
Can. Women's Hotel	15.25
Bassano Mun. Hospital	2.50
Alta. Gov. Telephones	16.52
Calgary Power	349.25
September Payroll	521.60
Bassano School	1600.00
TOTAL	3127.38

DANCING Sponsored by the BASSANO BOARD OF TRADE FRIDAY, OCT. 25

Notes From Gem's Social Credit Group

The Gem Social Credit group extended a cordial invitation to every one in Gem and district to attend their dance in the Gem School on Friday night, October 18. A five-piece orchestra has been selected to play for the occasion, and a delicious will be served. For a pleasant evening come to Gem this Friday.

It is well known, one of the active members of the group, is leaving in a few days for England, where he plans to remain permanently. He will sell on the R.S. Majors at the end of the month. His many friends in Gem Colony wish him bon voyage with every success and happiness in his new "Old Country" home.

DUCHESS

DUCHESS, Oct. 14.—Mrs. Poin is bedfast with rheumatism. Mrs. Emil Klout is caring for the baby.

Mrs. and Mrs. Sylvester Miller are rejecting over the birth of a baby girl, born on the 13th.

Mr. E. R. Nelson and family and

According to statistics, single persons do not live as long as married people.

Confucius lived to be about 70 years old, living from 550 to 478 B.C.

Economic Effect of Sanctions

With sanctions impending against Italy as the aggressor in the East African imbroglio, the probable effect of the exercise of such penalties on three powers—Italy, France and Britain—has been summarized by the Associated Press in these three brief statements.

ITALY

Italy stands to lose several billion lire yearly in exports by isolation from other League of Nations members when the sanctions impose economic and financial sanctions against this country.

Italy feels the loss will be made up in exports to other countries, Italian economists insist.

Quoting recent reports, they showed the so-called gold bloc countries—Switzerland, Poland, Holland, France, Belgium and Luxembourg—all members of the League in a survey here in 1933, took only 25 per cent of Italy's total exports of £380,000,000 lire. ("The lira is quoted currently at about 8 s. 10 d.")

The United Kingdom, which would be another sanctioning nation, took 11.4 per cent, while the non-League members, Germany and the United States, brought 12.2 and 8.7 per cent, respectively.

Other countries, both members and non-members of the League, brought Italian goods to the extent of 4.8 per cent.

The effect of the proposed sanctions undoubtedly would be the diminishing of exports in Italian foodstuffs, which constitute almost 32 per cent of the total exports, but such exports will be needed by Italy itself during the winter.

In the import side, economists pointed out that Germany and the United States already have been Italy's greatest sources of supply. The United States has furnished 15 per cent and Germany 14.6 per cent of the total imports of Italy. The United States alone in the quoted survey.

The gold bloc countries together furnished Italy with only 14.6 per cent of the total imports. Italy, therefore, does not believe the nation can be starved out by lack of supplies unless the United States, Germany, Japan and other countries not members of the League take measures against her.

FRANCE

French economists pointed out that Yugoslavia would be one of the greatest losses economically should strict economic sanctions be applied against Italy.

If a halt in world trade were Italy ordered, Yugoslavia would lose her best customer, since the Italians buy more than one-third of the total exports of France's Little Entente ally.

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A WELL EARNED RESPITE

The Alberta public may now enjoy a respite after participating in two strenuous election campaigns. Most people in the province are utterly surfeited with politics. The endless babel of election speeches over the radio, the long political articles in the papers and the numberless meetings throughout the countryside provide a menu that gets distasteful after a few weeks, and utterly nauseous when it runs into months.

With all the ingenuity of man it seems impossible to vary the customary procedure of an election. Each party seems to feel it absolutely necessary to pour out a Niagara of speeches upon a docile and suffering electorate. The continual bickering and argument offers an unending spectacle. We doubt the value of its appeal.

Anyway, the torrent of gabble does not come very often, for which we are humbly thankful.

THE COMING POWER PLANT

There is something new under the sun. We give you the Diesel engine as proof.

The Diesel engine is the most efficient engine in the world. It burns cheap fuel and utilizes up to 37 per cent of the potential thermal energy in each gallon as against 25 per cent in the gasoline engine. Thus the Diesel will travel twice as far on a gallon of fuel oil as a gasoline engine will go on a gallon of gasoline. Diesel fuel costs are thus one-quarter that of a gasoline engine.

On its downstroke the piston of a Diesel sucks in pure air. It turns upward and compresses this air to about 500 pounds to the square inch. When the air is compressed the temperature rises and here the temperature in the engine at the top of the stroke is 1000 degrees Fahrenheit.

At this precise moment a jet of oil is injected into the cylinder and ignites spontaneously, driving the piston downward. The basic engineering problem of the Diesel is the perfection of this injecting mechanism, so that it will inject this drop of oil in three or four thousandths of a second. This constitutes one of the most ticklish mechanical engineering problems in the world.

Diesels are being perfected and will be the next driving force of all modern railways. A 4000-horsepower steam locomotive costs from \$1 to \$1.25 an hour to operate. The new Diesel of 3600 horsepower costs 60c a mile. On the average mileage covered by an engine (200,000 a year) the savings of a Diesel would amount to \$80,000.

The biggest problem in the Diesel field is to get the weight per horsepower down to a

comparable level with the gasoline engine. The engine of a Buick car weighs 8 pounds per horsepower; the engine of a heavy-duty truck weighs about 23. The first figure can not be equalled by a Diesel; the second can be beaten.

In Germany there are about 3800 Diesel trucks and buses, and in England about 90 per cent of the buses are Dieselized. It was in Europe, where economy of operation is imperative in automotive development that the high-speed Diesel got its start.

ORIGIN OF NAME OF ALBERTA

Among the names of the provinces of Canada, Alberta possesses a stateliness and a charm exceeded by the designation of none other. Alberta was named after the wife of the Marquis of Lorne, who was governor-general of Canada at the time the province came into being. The lady was the fourth daughter of Queen Victoria and her name was Princess Louise Caroline Alberta; and she, doubtlessly, was named after her father, Prince Albert.

The Marquis of Lorne, in his "Memories of Canada and Scotland," says: "In token of the love which thou has shown, For this wide land of freedom, I have named."

A province vast, and for its beauty famed, Alberta shall it be. Her fountains thriven From Alps unto three oceans, to all men Shall vaunt her loveliness e'en now; and when

Each little hamlet to a city grown, And numberless as blades of prairie grass, Or the thick leaves in distant forest bower, Great people hear the giant currents pass, Still shall the waters, bringing wealth and power,

Speak the loved name—the land of silver springs— Worthy the daughter of our English kings."

EDITORIAL NOTES

After viewing sundry pictures of Ethiopians on their native heath we conclude that a pants pressing business would do well in that country.

It was four hundred years ago this month that the Bible was first printed in English—and we'll bet you haven't gotten around to reading it yet.

"Bennett of Calgary" has a real significance now. He was the only Conservative in the province elected. Will it be "McKinnon of Edmonton" too? He was the only Liberal.

If the members of the League of Nations evoke an economic boycott of Italy, will it have the desired effect? At the top of this page is an Associated Press article that puts it into cold figures. So figure it out for yourself.

Ten Minutes with the Scotch Philosopher

Without any question about it, the English are the most remarkable people on earth. They are the very model of international conduct, many of them gathered at Belgrade Square to cheer the Duke of Kent after the arrival of his first-born child.

During the world series, the broadcasting station did not give the daily quotations on wheat until the game was over—a direct refusal of the old saying, "Business before pleasure."

A fellow in a survey party appreciated by his women folks until he has fallen off the perch.

For instance, while traveling by rail recently we heard a lady sympathize with another on the loss of her husband, and this was how the bereaved one expressed her feelings: "Oh, yes, he was so handy for fetching in the coal, wood and water."

Having a quantity of screenings on hand, we suggested that we should trade our first dividend for a couple of small pigs.

And did that ardent disciple of "red baiting" really insist: "Oh, no, not at all!" He just grinned like a cat when told of liver and said something about a bird in hand being worth two in the bush.

At the great political meeting held two weeks ago, the principal orator was in good luck. He said that Hon. R. B. Bennett will rank as the greatest of Canadian statesmen.

But, while we have no desire to criticise the achievement of the nominee for West Canada, we cannot see why posterity should regard him above such former premiers as John A. McDonald and Sir Wilfrid Laurier.

The services rendered by Sir John in connection with federation alone are a solid on the record of all Canadians that is not likely to be reversed by the march of time.

On the other hand, the great French Canadian played a role that is unique in the history of nations.

By his amazing personality he did more than any other to bring about friendly relations between his own people and the English speaking races.

However, R. B. is far from being dead, as his scheduled election campaign can testify, and may yet perform some outstanding deeds of statesmanship which will endear him to future generations of Canadians.

The death of three bandits and four policemen, including Sergeant Walker, of the Mounted Police, was all again too one crime leads to others, until retribution overtakes the wrongdoers. Arrested on a trivial charge of driving on a red without a license, the banditkickers shot down their captors and thereafter robbed and killed to the close of the final scene.

Having known the Sergeant intimately for a number of years, we heard with deep sorrow of the cruel fate which terminated the useful career of a brave and kindly gentleman, and, being human, openly rejoiced that his brutal slayers tasted deeply of his bitter pain, were then journeyed on to receive the inglorious reward that comes to all who disdain the ancient law:

"Thou shalt not kill."

Easy to be an Editor

One of the easiest jobs in the world is being an editor. All an editor has to do is sit at his desk twelve hours a day, six or seven days a week, four or five weeks in a month and twelve months in a year and straighten out such stuff and correspondence as the following, which reaches his desk by the cord at times:

"Mrs. Jones of Carleton Creek let a cow-popper slip last week and cut herself in the pantry."

"A mischievous lad of Punkville threw a stone and cut a Mr. Pike in the alley last Tuesday."

"Tom Brown climbed on the roof of his house last week, looking for a leak, and fell, striking himself on the back pole."

"While Harold Gresh was securing Miss Violet Wise from the church social last Saturday, a savage dog attacked him and bit Harold on the public square."

"While Farmer Frank was harnessing a young colt last Saturday, the colt whirled around and kicked him near his corn-crib."—Chicago Journal of Commerce.

Post Mortem on the World's Series

(Not copyrighted—but you might give us credit)

I thought of Jorges reaching out

To grab a base hit from the air
I thought of Herman's mighty clout
Beyond G. Walker's distant lair.

I thought of Hartnett's heavy "whale"

At ball, and of Phil Wrigley's "suds".
And then I gathered up my kale
And started out to back the Cubs.

I saw Warneke's fast ball soar

And thought I'll run my credit thin,
In fact I oughta borrow more
To make a cleanup on Chuck Grimm.

And then within a sudden lull

I thought of Goslin, calm and set,
Of Goslin with the bases full,
And then I thought I wouldn't bet!

In Lighter Vein

In an exchange we noticed the following modern version of Gray's "Elegy":

"The curfew tolls the knell of parting day,
The time of cars winds swiftly over
The loss.

Pedestrian photo his absent-minded way
And leaves the world quite unexpectantly
To pick out der best for 'yourself'."

Follows Dad's Footsteps
Wasley, aged 28, was in disgrace, and his grandfather had been asked to tackle him.

"I hear, my boy," said the old man kindly, "that you are in love with Miss Hah-de-Dah, the actress."

"The youth struck an attitude. 'I am, sir,' he said frankly. 'And if you're anything to say against the lady, it had not better be said in my presence'."

Grandpa roared. "Anything against her?" he chuckled. "Why, bless your heart, boy, I was in love with her when I was your age."

Just in Case
Jean. My little brother will tell if he sees me kissing you.

Alec: But I'm not kissing you.
Jean: Well, I thought I'd tell you, anyway.

Information Please! . .

Human beings are like markets. Every man, woman and child is a daily wanderer of many things, most of which have to be bought from some retailer. But to sell, the buyer must go to the market. It is sadly wrong if and when the seller waits for the buyer to go to him. This means that the retailer who wants to supply many buyers must take his merchandise, in a figurative sense, to where buyers are assembled.

And the assembly place of buyers—men, women and children—is their newspaper. In the form of advertisements retailers display their wares. Every advertisement can be likened to a stall. These retailers' stalls get a close inspection of buyers. They are scanned to see if they show things of necessity or desire, and when the offerings of these stalls are made in accord with buyers' wants and needs, then sales are made.

The retailer who loses out is he who has no stall—no advertisement at this place of assembly. His absence from the marketplace represented by the newspaper and its advertisements is advantageous to those who have advertisements in the newspaper.

The buying public wants its buying transactions made as easy as possible. It wants its time and its steps saved. It likes to find, in the comfort and peace of the home, what sellers have to offer. In the home decisions are arrived at. Women and others plan their shopping and their purchases in advance. Their newspaper is their informer. Retailers who neglect to provide buyers with information in the form of advertisements in our newspaper miss many sales. It is never economy to be silent about what one has to sell. Call or phone us. Let people know you!

Edwardsburg

MISS ALADDIN

AN ENERGY FOOD THAT HAS
NOURISHED
MORE CANADIAN CHILDREN
THAN ANY OTHER CORN
SYRUP

A product of THE CANADA STARCH CO., Limited

MISS ALADDIN

—By—
Christine Weymester
Author of
"One Wild River To Cross"
"The Unknown Port," Etc.

SYNOPSIS

Nancy Nelson is a sub-deb, a gay, irresponsible girl of nineteen, with no care beyond the choice of her costume for her coming-out party. But suddenly, in the market crash, her indulgent father loses all he had, and his family is faced with the necessity of a simpler method of living. At this juncture a letter is received from an eccentric relative, in Colorado, who offers the girl a home on a farm which seems to be impossible.

After much consideration Cousin Columbine's offer is accepted, and Nancy and Jack arrive at Pine Ridge. Nancy set out after breakfast to climb to the top of a hill so as to obtain a view of the surrounding landscape and miss the path Adams Tubbs had told her to follow. A truck coming along the road driven by Matt Adams, who offers the girl a home on a farm which seems to be impossible.

Nancy's parents and friends gave their liberal support to her request for books, and a sizeable box arrived in due course. Father Adam painted a sign for the library, and the Adams boys worked on the shelves for the books and decorations to make the room look presentable.

Jack Nelson, Matthew Adam, and Nancy set out to the prairie home to see their uncle for the ride, and after Nancy and Jack leave for home, they are caught in a blizzard.

How On With The Story

CHAPTER XVIII.—Continued

Where that empty milk can came from they never knew, but for a while it carried not only diversion, but a feeble warmth that was deeply treasured. With the milk can, the knife Jack ripped the leather covering from the seats, and used excelsior stuffing for a fire. School books came next, but until darkness was descending and all hope of seeing the missing driver was given up.

"I'd go for help," Jack told his sister grinning, "but even if I did, I wouldn't drift, I'd never make it with that night coming on. We've been here about four hours, haven't we? It seems a lifetime already, and these youngsters have been here a good while longer. If things aren't better in the morning I'll have to go."

"Have you noticed?" he lowered his voice, "those twins are getting drowsy, both of 'em, and so's the boys. I can't tell whether they're just sleepy, or—Look here, all! It's up to us to keep them moving!"

Darkness came fast, but slowly, terribly slowly, it seemed to Nancy, hour after hopeless hour dragged on. Wind whistled right against them. At the back of the bus a snow drift had collected, lifting in through the broken window and making their cramped space smaller still. Though all worked desperately to keep the fire burning, a sudden, especially fierce gust had blown it out; and

there were no more matches. Jack had long since relinquished his sheep-lined jacket; and Nancy's knitted skirt was pinned securely about a shivering boy.

Pretence at games—prancing up and down the aisle—anything to keep blood circulating in those small, cold kiddies, was kept up valiantly; but as night descended the children who were not crying had dropped asleep, huddled together in a corner, and tears of fright and pity dimmed Nancy's eyes as she looked down at them.

Through that interminable night a grim and silent Jack kept moving cautiously, stopping at every turn to rub the legs or arms of some smaller sleeper. Nancy, exhausted, sat for a time, holding within her coat a boy of seven who whimpered with the cold. Later, when a semblance of warmth returned to him and he dropped asleep, she too arose to move about the crowded quarters, and like her brother, chafe numb hands and feet.

Dawn came at last, and the storm had not abated. But their alive," said Nancy, teeth chattering as she tried to speak. "We're all here." Jack faced her suddenly. Almost it seemed that he was angry.

"And how long will we last? How long, I ask you?" He raised a foot and saw a bare leg above the shoe. "I put my socks on Joey Miller three hours ago when you were nodding. That boy's all in. Nancy, and some of these little girls live the way they do, though unless help reaches us. If we had food it might put new life into them; but every lunch pail empty and—"

He stopped, silenced by a moan from some one in the huddled mass, and lifting a child, worked at her legs in desperation. It was Nancy saw the twin who wore her sweater; and suddenly the girl was pulling off her woolen stockings while Jack protested, "You keep those on, sis! Say, are you going crazy? You're in your thin silk under now. I know. I saw you sneak out of that knitted thing a while ago. Damn you, Nancy Nelson, you keep those stockings on!"

Nancy said nothing. Jack was, she understood, half crazed with anxiety for all those helpless children and herself as well. Slipping bare feet into her shoes again, she knelt to pull her warm hose over the icy legs of the small sufferer, while one of the girls, watching in mirror, stared goggled out of her coat and bottomed it about her little sister.

Nancy threw her a smile, a drawn, sad smile that Cousin Columbine wouldn't have recognized. "Come help me, Evelyn," she said gently. "We must wake some of the little ones and keep them moving."

One after another they got them to their feet, those weary youngsters. Some, unable to understand, protested, weeping. Others did their best to help. It was nearly noon when, as the wind subsided, Jack said to Nancy that Jack struck terror to his sister's heart.

"I'm going now, Nancy," his voice trembled a little. "As I see it, there's no other way. Keep up your courage, and for God's sake, keep fighting. Unless the wind starts up again I'll reach that ranch in a few hours."

"And if you don't?" "Their eyes met, and Nancy knew her brother realized how slim a chance he had. Her lips trembled, but he made a gesture toward the children.

"I know, but I can't let them die, Nancy, while there's a chance to save them. Bill," (turning to the boy who wore his jacket), "I'm going for help

and it looks as if I'd have to take that coat. No, I won't need the socks." (As the little boy stooped bravely to remove them. "Tom Osgood, you keep the kiddies moving. I'm counting on you older ones to help."

"Look here," spoke up the boy suddenly, "you find a fence, Jack, and follow it if you can. Dad told me once that if ever I got caught out in a blizzard, to find a fence and just hang onto it. And if you run into a mail box you'll know a gate is somewhere near. Gosh! Jack, I—I sorter wish you wouldn't go."

Jack forced a smile.

"Now don't you worry, kid. I'll get there sure, so long as the wind stays quiet. You just help Nancy every way you can; and whatever happens, don't go to sleep. Keep thinking that by night we'll be safe home. Good—good-by—every one." He did not look at Nancy as he strode away. The girl knew that he did not dare to; and in another moment his back was blotted out. What fate would meet him, alone on those terrifying plains, she wondered, tears stinging her eyelids. And (with a clutch of fear), was the wind rising?

Time passed, interminable hours that seemed unending. The dreadful wind died down, returned, and died again, not to return. No one could say just when the blizzard ceased, for by the time the children were succumbing to the portentous drowsiness. Once Nancy succumbed herself, to be argued by the frantic, pounding feet of Tommy Osgood.

The cold was still intense when that second dusk approached the prairie, but the whimpering voices were hushed in an ominous silence. Most of the children had given up by now, completely spent with cold, and hunched up against the wall. There had been strange happenings since Jack's departure. Twice they rejoiced at the sound of approaching horses, only to find that their ears must have deceived them. Two of the children had "seen" the school-house, and as the mirage faded, burst into tears of disappointment.

Working courageously on icy arms and legs, Nancy knew, a sense of terror creeping through her, that she was giving out. Her eyelids kept closing against her will. At times it seemed impossible to drag them open. Her hands were numb; her bare legs curiously lifeless.

(To Be Continued)

High Speed On Roads

Safe Driving Is Public Responsibility

States Sir Malcolm Campbell

Sir Malcolm Campbell, the world record-holder for auto speed, during the course of a speech at a luncheon, given in his honor in New York, declared that fast driving had as much to do with safety as public responsibility. He further added, "I am the last person in the world to suggest high speed on the road." This is excellent advice from one who has proved that he can travel faster than any other. Bradford Koppner.

A Clever Photographer

Had Brilliant Idea When He Missed Customer's Address

A young man living at Weingarten, in Wurttemberg, had himself photographed, but the photographer missed the address, to which the photograph should have been forwarded. What was the photographer to do? He stuck a post of the photo on the outside of the envelope and added the words "To this gentleman in Wein-garten." The photographic reached their correct destination safely.

Preserving Old Types

Specimens of old local breeds that are becoming extinct are to be preserved in the museum at Gloucester, England. A typical Old Gloucester heifer has recently been exhibited, and it is intended to provide representative specimens of several other local breeds. Among these already in museum are a Berkshire top-knot pig, a Cotswold sheep and a Cotswold cat.

Customer: "I want to buy a present for my wife."

Pretty Girl Clerk (in catty): "Could I interest you in a sun-rod?"

Customer (staring after her): "I could, but let's get the present fixed up first."

Most animals flee at the approach of an aeroplane, but not the lion. A pilot flying low over a lion saw it suddenly spring and tear off a portion of the lion's hair.

It has been found that eyelashes grow about one-twentieth of an inch each week.

A man could learn a great many things if he didn't think he already knew them. 2118

AIR CELL battery
lives on air
for 1000 hours..

Here is the "A" battery which has revolutionized the radio industry. It is making the battery set as efficient and as simple to operate as an electric receiver.

Eveready Air Cell needs no recharging. It energizes itself by "breathing" oxygen—it literally "lives on air" for 1000 playing hours.

With the Air Cell there is no gradual slackening of power which so often spoils radio reception. It maintains itself at full strength to the end.

Don't envy your city friends who have electrically operated radio sets. Now you can have the same clear reception with no trouble or bother. That is, if you buy a new Air Cell Radio.

These new sets, now made by all Canadian radio manufacturers, use the Eveready Air Cell "A" battery which does away with storage batteries and needs no recharging. The amazingly long life of the Air Cell—with no upkeep costs—gives you true economy.

Eveready Layerbilt "B" Battery is the ideal companion.

CANADIAN NATIONAL CARBON CO., LIMITED
TORONTO
Montreal Winnipeg Vancouver

Flash—Air Cells Reduced to \$7.50

EVEREADY
AIR CELL
"A" BATTERY

Interference Not Allowed

Radio Howlers Will Not Be Tolerated In France

France is conducting a vigorous campaign against radio "howlers," people who interfere with their neighbors' radio reception. In one month the French Ministry of Posts and Telegraphs has caught and punished 13,665 howlers. It is now proposed in France to hinder radio reception, and the purchase of what is called "anti-radiation" apparatus is obligatory in areas where refrigeration, elevators and similar equipment cause interference.

Teacher: "Give me an explanation of three punctuation marks."

Boy: "A comma is the brake that slows down the speed, an exclamation point is an accident, and a period is a bumper."

Birds' nests used by the Chinese for making into soup are about the size of an oyster-shell and it takes thirty-two to weigh a pound. The soup costs about \$2.50 a bowl.

Will Not Face Storm

Experiment Was Conducted In France With Carrier Pigeons

Carrier pigeons won't carry on in a storm, thus attesting another characteristic of this animal of devotion to duty. An experiment was carried out by French military experts and pigeon fanciers in the Basque-Landes region where where atmospheric conditions similar to an electrical storm were produced. This was done by generating powerful "charged" Hertzian waves of 200 amperes. At the same time several hundred military pigeons were released from their coots. Noting an electrical storm the pigeons hovered about the aerial a few minutes, then flew right back to their coots. They refused to budge until the "storm" was over.

Teacher: "I am sure, but I think he was the fellow who wrote the 'Gull and the Lullaby'."

The elephant seals are the biggest of seals some attaining a length of 17 feet.

Little Helps For This Week

Even so Father, for so it seemed good in Thy sight. Matthew 11:26.

Let nothing make thee sad or fretful.

On too regretful. What God hath ordered must be right. Then find it in His own delight.

If we listen to our self-love we shall estimate our lot less by what it is than by what it is not. It is not shall dash on its hindrance, and I find it to its disadvantage, and comparing it only with imaginary lives of sinners in flattering dreams of what we would do if we had the power, give if we had wealth, and be it as bad as temptations. If we yield ourselves unto God and sincerely accept our lot as assigned by Him, we shall count up its contents and disregard its omens, and be it as feeble as a cripple's or as narrow as a child's, we shall find in it resources of good surpassing our greatest aims, and sacred claims that will keep awake our highest will.

ONLY APPLEFORDS OFFER YOU THE CONVENIENCE OF THIS EXCLUSIVE KNIFE EDGE THAT MAKES IT EASY TO TEAR OFF THE EXACT LENGTH REQUIRED

Appleford's Para-Sani

HEAVY WAXED PAPER

Warehouses At Calgary, Edmonton, Regina and Winnipeg

Quick Relief
FOR STUFFY HEAD

VICKS
VATRO-NOL

Just a few drops... and you breathe easily again! V-A-T-R-O-NOL clears clogging mucus, reduces swollen membranes—brings welcome relief.

Used in Time, Helps Prevent Many Colds

Knox Presbyterian Church

Sunday, October 20th
 Sunday School—11 a.m.
 Evening Service—7:30 p.m.
 Special Musical Program
 Mr. C. W. Pickup of Calgary will
 take the services

IN MEMORIAM

In loving remembrance of Hilda Victoria Newman, who passed away October 20th, 1934.

In tears we saw you failing
 And watched you fade away
 But oh how much we miss you
 As it dawns a year today
 We often stand beside your grave
 With hearts still sad and sore
 And think then of those loving
 words
 Not lost, just gone before.

BASSANO & C. GROUP TO MEET OCTOBER 24th

The Bassano Social Credit Group will meet next Thursday, October 24, in the Oddfellows' Hall. The president urges a full attendance of members and extends an invitation to all visitors.

Classified Ads

FOR SALE—Shorthorn bull calves. 25 with papers. A. J. WETMILLER, Latham.

LOST—One brown tan and one pair kid gloves on Friday 27th. Finder please return to Drawer A, Countess.

For best results and a good snappy sale, list your sale with

A. J. SEVIGNY

THE BROOKS AUCTIONEER
 Phone 54—Brooks
 A Man Who Has Proven Himself
 in the Auction Ring
 PHONE OR SEND YOUR LISTING
 FORTHCOMING AUCTION SALES
 Watch for Dates and Posters
 John Sulek, Tilley Oct. 17
 Mrs. Perry Robinson, Cassile Oct. 21
 F. J. Cahill, Duchess Oct. 23
 Jena Christiansen, Scandia Oct. 28
 License No. 4102.

FORTHCOMING AUCTION SALES

Ringer Bros., Rosemary Oct. 25
 E. Sarnick, Duchess Oct. 26
 M. N. FOIEN, "The Auctioneer"
 License No. 6006
 Duchess, Alberta

GAS - OIL - TIRES Auto Accessories

RADIOS
 LATHE WORK
 HEATED STORAGE
 ACETYLENE WELDING

TEXACO GARAGE
 H. WAINE P. B. PLEW
 Bassano Alberta

Men's Pant Specials

Dress pant, dark blue with narrow stripes, pure wool warranted, a real high grade trouser for all occasions. Price, pair \$4.95

All wool herringbone tweed trouser, splendid for winter wear, a big favorite with men who want a heavier pant. Price, pair \$3.25

For men who want something to take the place of overall working pant this cotton whipcord is just the thing. Price, pair \$2.95

Riding breeches, seldom have we been able to offer such value, this garment is well tailored, heavy enough to resist cold wind, fawn color only. Price, pair \$3.50

SPECIAL

English wide tweed, 18 inches wide, fawn with green stripe, good weight to wear well. 25c Yard 6 Yards \$1.25

LADIES SKIRTS

Each All wool tweed and broadcloth, new style, smart and dressy. Price \$1.95 and \$2.45

GROCERIES

FRUIT SPECIAL—1 can heavy syrup red raspberries, 1 can pineapple juice (or sliced), 1 can red plums, 1 can red cherries. ALL FOR 69c
 JOOKED SPAGHETTI—Clark's, 2 tins 25c
 MACARONI—Spaghetti and vermicelli, 5 lb carton 35c
 VANILLA—Artificial (with free bowl) 35c
 CORN BEEF—1 lb tin, best quality, 2 for 25c
 COFFEE—Cup Tested, a high grade, 3 lbs \$1
 SALADA TEA—Yellow Label, lb 55c
 OVALTINE—\$1.25 also, now \$1
 CHIPS—With 1 cake Calley soap free 25c

JAMES JOHNSTON

"The Quality Store"

Local and Personal News

Mr. and Mrs. Herb Walnes spent the week-end in Calgary.

Mrs. Howard Sandguth is spending a few days in the city.

Lowell Sandbrooke of Drumheller was in Bassano on Tuesday.

Miss Dorothy Armitage will spend the coming week-end in Calgary.

Joe Harris and Jas. Hamilton made a trip to Drumheller on Saturday.

CLUNY WOMAN BREAKS ANKLE

Mrs. Adam Koneschub, resident of the Cluny district suffered a compound fracture of an ankle last Monday when she was thrown off the header box which she was riding.

GEM

GEM, Oct. 15.—Mr. and Mrs. R. E. Johnson announce the engagement of their second daughter, Edna, to William George, eldest son of Mr. J. H. George of Gem, the wedding to take place on November 20. An announcement tea was held at the home of the bride-elect's parents on Wednesday of last week.

P. D. Williamson and William McKay made a business trip to Calgary on Friday.

Mr. and Mrs. W. A. Pollock and family and Miss Evelyn Ferguson spent Sunday with Mr. and Mrs. H. P. Ferguson at Countess.

Miss Helen Waltemath spent the week-end at home.

Mr. and Mrs. T. Harwell were Sunday afternoon visitors at the home of Mr. and Mrs. R. E. Robson.

Mrs. Williamson, Mrs. Callison and Mrs. Harwell made a business trip to Bassano on Thursday.

Miss Marie Chamberlin left on Sunday to attend the Bible school at Three Hills. She motored up with Mr. and Mrs. Max Gamble of Countess.

W. S. Pollock, W. C. England and Miss L. B. Pollock spent the week-end in Calgary.

Mrs. S. E. Selfridge spent the past week visiting friends in Calgary.

M. M. Ferguson of Countess is now keeping house for F. D. Williamson.

The three Newman boys and their sister, Sarah, and Henry Bergen left on Monday for B.C. where they will reside in future.

W. S. Pollock and S. E. Selfridge went to Calgary on Tuesday to attend to some business.

Harry Jones of Bassano spent Tuesday night at the Pollock home in Gem as he passed through the colony driving a herd of calves from Nelson's ranch to his home.

Robert Ferguson of Countess was helping him drive the calves.

Mrs. Alf Hansen was a visitor in Brooks for a couple days this week.

Ruben and Orabelle Snellings of Hussar were Bassano visitors Thursday.

The Anglican W. A. are holding a Tea and Sale of Work on November 30th.

Mr. and Mrs. A. White were Calgary visitors over Saturday and Sunday.

Mr. and Mrs. F. D. McNaughton were visitors in Calgary over the week-end.

W. A. Brodie of the Bassano Creamery made a business trip to Brooks on Friday.

Miss Dorothy Beeber, Mrs. N. Bassano and "Babe" were in Calgary during the week.

Mr. and Mrs. H. W. Harper, Margaret and Bob, motored to Calgary last week.

Phil Plew of the Texaco was a business caller in Duchess over the week-end.

Bruce Hall, formerly of Bassano and more recently of Oleana, is now stationed in Calgary.

Grant Elliott, of the bank of Montreal, Calgary, was a visitor over the week-end in Bassano.

Mr. and Mrs. Charles Davis of Montebello are visiting at the home of Mr. and Mrs. D. Cairns.

"Slim" Moorhead and Harry Vance of Calgary were in town last Friday to act in a little singing.

Glen Robinson of Lethbridge has been transferred temporarily to the staff of the local bank here.

Mrs. C. Rodbourne of Crowfoot, who is a patient in the Bassano hospital, is reported as improving.

Ye Ed of our neighboring newspaper, The Brooks Bulletin, dropped in town for a few hours Tuesday.

Mrs. S. Leonard and daughter Freda left last Thursday for Oleana, B.C. They expect to be away for two weeks.

Ivan and Mrs. A. A. Anderson of Hussar motored to Bassano on Saturday. Mrs. Anderson remaining in the hospital.

Mr. and Mrs. Fred Hansen and Harry, of Brooks, were Sunday visitors in Bassano at the home of Mr. and Mrs. Alf Hansen.

Const. Harold Elvin returned from Calgary where he has been confined in the Colonel Belcher Hospital following an operation.

Mr. and Mrs. L. N. Whitehorn, Gordon Flak and Ted Gammon motored to Swallow on Saturday to visit Mr. and Mrs. C. Hezy.

All the letters of the English alphabet are contained in this sentence: "Pack my bag with five or six dozen jugs of liquor."

Mr. and Mrs. Roy Smith, Gordon and Golly were in Calgary during the first part of the week, where Mr. Smith attended the Ford Convention.

Mrs. Harvey Smith accompanied Dr. and Mrs. Scott as far as Weyburn, Saskatchewan, the latter continuing on to Winnipeg this Tuesday.

Mr. and Mrs. Irvin, residents of Bassano, left on Thursday in company with Mr. and Mrs. Brock, both families will make their home in Calgary.

Mr. and Mrs. Norman H. Moody and Mr. and Mrs. E. Roy Malcolm motored from Calgary to spend Sunday with Mr. and Mrs. A. P. Thompson and family.

W. A. Brodie, Voyle Downe, Dr. B. E. Barlow, L. Y. Birnie and Mr. Callum of the Calgary Herald drove to Glenchurn Wednesday night for the boxing matches there.

Mrs. Marybeth Snellings, of Hussar, who is still in the Bassano hospital, is reported as better this week. Miss Helen Jane returned home from Bassano last Thursday.

MEN'S WEAR DEPARTMENT



The "Ever-Neat"
 COLLAR-ATTACHED SHIRT

STYLED BY

Lewis

Hard collar appearance with soft collar comfort

PRICED AT

2.00

NO WILT
 NO WRINKLE
 NO CURL
 NO STIFFNESS
 NO STARCH
 NO SHRINKAGE
 NO STUDES
 NO STAYS

The greatest innovation in the shirt industry in a century. The soft hand next to the neck gives soft collar comfort, yet the non-wrinkle feature gives hard collar appearance. Does not contain starch and can be laundered like a soft collar.

Perpiration will not wilt or crumple it. Ask to see "Ever-Neat" Collar-attached Shirts.

Truly the Miracle Shirt
 TRY IT

LADIES' WEAR DEPARTMENT

Tadoussac
 Cotton Flannel

A good wearing plain material for girls' dresses, skirts, etc. Will wash well, colors scarlet and navy. 36 inches wide.

35c Yard

Heavy Wool
 Pure Flake Tweed

Very suitable for ladies' and girls' winter coats, skirts, etc. Heavy and of excellent quality. Colors navy, wine and brown. 54 inches wide.

1.95 Yard

Stripe
 Jama Cloth

The right material for men's and boys' pyjamas, good weight, warm and comfortable to wear, fast washing stripes. 36 inches wide.

35c Yard

Full Size Spreads

Dark cream ground with floral border and centre piece, lovely quality, colors fast to wash. Colors rose, yellow, helio and green. VERY SPECIAL PRICE—

Special 1.49 Each

Print Broadcloth

A new delivery of pretty floral and stripe broadcloths, smart patterns, in best quality materials, absolutely fast to wash. 36 inches wide.

30c yd. 3 yds. 85c

White Flannelette

A soft, pure, unfilled cloth that wears and washes well, suitable for ladies and children's nightgowns, etc. 35 inches wide

23c Yard

Pillow Cases

Fine quality, 42 inch, good as gold, white as snow, excellent price for wear and wash.

Special Price 25c

GROCERY DEPARTMENT

CANNED PUMPKIN—New pack from Taber, choice quality, 2½ lb tin, 2 for 27c

MINCE MEAT—Bones, highest quality, lb 20c

PINEAPPLE—Crushed, Australian pack, No. 2 tins, 2 for 45c

WHEAT CRISPIES—Kellogg's, rag doll with each pkg, ALL FOR 15c

BAKING POWDER—Tuxedo, 2½ lb tin 57c

TOMATO SOUP—Crosse & Blackwell's, 3 tins 29c

GRAHAM FLOUR—Robinhood, 10 lb sacks 43c

COCOA—Cowan's Perfection, lb tins 25c

COOKING CHOCOLATE—Rowntree's, ½ lb pkts 17c

SYRUP—Roger's Golden, 2 lb tins 21c

CANDY—Ganong's Mint Lozenges, lb 23c

COFFEE—Malkin's Best, vacuum pack, lb 43c

TEA—Malkin's Best, Broken Orange Pekoe, lb 53c

CHICKEN HADDIE—Brunswick brand, 2 tins 29c

CORNED BEEF—Helmet brand, 12 oz tins, 2 for 27c

LAUNDRY SOAP—Pearl White, 11 bars 49c

TOILET SOAP—Almond Cocoa, 4 bars 23c

FRUITS AND VEGETABLES

Fresh Supplies of All Reasonable Lines Arriving for the Week-End—Tomatoes, Celery, Sweet Spuds, Parasnips, Carrots, Cabbage, Turnips, Apples, Oranges, Emperor Grapes, Ontario Grapes, Grape Fruit, Lemons, Etc.

CANDY FOR HALLOWE'EN

JUST ARRIVED a new shipment of Halloween assorted mixture, including jelly beans, gums, buttons and rock, in Halloween colors. Also suckers in colors. ORDER EARLY.

SAVE YOUR COUPONS

McKEE'S STORES

"Always at Your Service"

Phone 9 for Prompt Delivery